

**Utah Office of Tourism  
Board Meeting/Conference Call  
October 30, 2008 – 9:00 a.m.  
Council Hall/Capitol Hill  
300 North State Street  
Salt Lake City, Utah**

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**Present  
Via Phone**

**Board Members**

Steve Lindburg  
Steve Burr  
John Holland  
Bob Bonar

Hans Fuegi  
Frank Jones  
Bill Malone  
Pam Hilton

**Staff**

Leigh von der Esch  
Dave Williams  
Kelly Day

Barbara Bloedorn  
Tracie Cayford

**Guests**

Nathan Rafferty

**Organization**

Ski Utah

**Welcome**

Leigh requested that Hans lead the discussion on this call since the Chairman and Vice Chairman were both unavailable.

Hans briefly outlined a Special Opportunity Cooperative Marketing application received from the Sandy Chamber of Commerce for \$23,000 to promote a Ski Salt Lake value package to out-of-state visitors. The Chamber would be partnering with Alta Ski Area, Snowbird Ski & Summer Resort, Sandy area hotel properties, the Salt Lake Convention and Visitors Bureau, and LaCaille to target southern California skiers.

Hans recommended on behalf of the Co-op Committee that the board fund the application and called for discussion.

**MOTION:** After much discussion by the board, Steve Burr made a motion to fund the above mentioned application in the amount of \$23,000. Bob Bonar seconded the motion and it passed unanimously.

There was a discussion regarding the remainder of the balance of the Special Opportunity Cooperative Marketing fund. Some items to consider with these funds are:

- 1) Should the fund be opened up for an industry wide campaign for winter to help market the ski season?
- 2) Should the fund be opened up industry wide for a non-winter campaign?
- 3) Should the \$250,000 application cap be expanded?
- 4) Should the Co-op Committee consider two rounds of funding per year instead of one?

Leigh suggested that the Coop Committee meet to discuss potential changes for the remaining co-op fund and to present its recommendations to the full board at the November 13<sup>th</sup> meeting.

The UOT will provide an update of the budget to the board before the next meeting.

Meeting adjourned.